

# Memo

To: Honorable Mayor and City Council  
From: Jim Travis  
CC: Steve Walsh  
Date: 2/2/2001  
Re: Jeff LaBauve Agreement

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Effective February 7, 2001, Jeff LaBauve will begin the responsibilities of part-time public relations and web site communications manager for the Superdrome. Jeff's services will include the following duties:

- o Serve as project manager for development and redesign of the Superdrome website, including but not limited to: public relations communication, writing text and creative input.
- o LaBauve shall provide ongoing web-site maintenance and public relation communications, including providing creative text for assigned sections, providing creative direction for web-site graphics and graphics appearance, and updating new information, news and or event/program results.
- o Serve as communications manager for related press releases, media kits, media alerts, and follow-up communications with local media affiliates.
- o The professional services shall be performed by Jeff beginning February 7, 2001 and ending October 30, 2001

Jeff is currently a student athlete at Collin County Community College and is pursuing a journalism degree. Jeff is also considered one of the top track cyclists in the U.S. His credentials include winning three national collegiate championships, being named to the U.S. Olympic long team, and recently competed at the 2000 World Championships in Manchester, England. Jeff has shown the desire to be an integral part in the success of the Superdrome's events and programs, and I believe will play a significant role in defining the sport of cycling, both on and off the track. Our primary goal is to provide an accurate and informative web site and I believe this a step in the right direction.

In addition, this initiative serves as a significant cost savings to the Superdrome. In 2000 the Superdrome spent approximately \$97,000 on communications/publicity and \$14,000 on contract services as it relates to all public relations, web site, and communications collateral. In 2001 we are projecting a total cost of less than \$50,000 regarding public relations, Internet, and communications collateral. The Superdrome continues the commitment of being recognized as one of the top-rated Velodrome facilities in the world. I believe bringing Jeff onto the team will assist the Superdrome in being fiscally conscious, as well as, continuing to provide events, programs, and a facility that will make you and the city of Frisco proud.

As an added note, I am pleased to announce the Superdrome was recently named the best Velodrome in North America for the second consecutive year. The criteria considered for this award includes management of elite events, a successful community development program, and initiatives supporting and promoting youth cycling.

Once again, thank you for your support of the Superdrome in Frisco.